



Form PTO-14  
(REV. 8-83)

9 JUN 15 2001

U. S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

INT. APPLN NO.

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

U.S. PATENT DOCUMENTS

**OTHER DOCUMENTS** (*Including Author, Title, Date, Pertinent Pages, Etc.*)


EXAMINER <i>Ju Shedd</i>	DATE CONSIDERED <i>11/26/04</i>
-----------------------------	------------------------------------

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

**EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO-1449 (REV. 8-83)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE							ATTY. DOCKET NO. T721-10		APPLN NO. 09/712,790	
INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i>									APPLICANT ELDERING			
									FILING DATE 14 NOV 2000		GROUP 2711	
U.S. PATENT DOCUMENTS												
EXAMINER INITIAL		DOCUMENT NUMBER				DATE	NAME			CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
		DOCUMENT NUMBER				DATE	COUNTRY			CLASS	SUBCLASS	TRANSLATION
BS		BA	9	9	6	6	7	1	9	12/99	WO	YES      NO
OTHER DOCUMENTS <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>												
EXAMINER <i>Joe Shultz</i>						DATE CONSIDERED <i>11/26/04</i>						

**EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

# Electronic Information Disclosure Statement



COPY OF PAPERS  
ORIGINALLY FILED

## Queue Based Advertisement Scheduling and Sales

Application:



09/712790

Confirmation:

8882

Applicant(s):

Charles Eldering

Docket Number:

T721-10

Group Art Unit:

2711

Examiner:

Unknown

search string:

( 5621728 or 5650994 or 6002394 or 6253238 or 6263501 ).pn.

■ *That each item of information contained in the information disclosure statement was cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.*

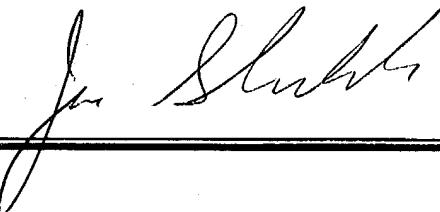
## US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

Init	Citation No.	Patent Number	Date	Bar Code	Patentee	Class	Subclass
1	P01	5621728	1997-04-15		Lightfoot et al	370	60.1
1	P02	5650994	1997-07-22		Daley	370	259
1	P03	6002394	1999-12-14		Schein et al	345	327
1	P04	6253238	2001-07-26		Lauder et al	709	217

POS	6263501	2001-07-17	Schein et al	725	39
-----	---------	------------	--------------	-----	----

## Signature

Examiner Name	Date
	11/26/04

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE										ATTY. DOCKET NO. T721-10	APPLN NO. 09/712,790					
INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i>										APPLICANT ELDERING						
										FILING DATE 14 NOV 2000	GROUP 2711					
U.S. PATENT DOCUMENTS																
EXAMINER INITIAL		DOCUMENT NUMBER								DATE	NAME		CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
	AF	5	9	3	1	9	0	1	8/97	Wolfe et al.		709	206			
	AG	5	6	0	0	3	6	4	2/97	Hendricks et al		348	1			
RECEIVED DEC 13 2002 Technology Center 2600																
		DOCUMENT NUMBER								DATE	COUNTRY		CLASS	SUBCLASS	TRANSLATION	
															YES	NO
OTHER DOCUMENTS <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>																
	CA	NCTA Technical Papers "Compressed Digital Commercial Insertion: New Technology Architectures for the Cable Advertising Business" 1992 8 pages.														
	CB	AdLink Engineering, Ad insertion wiring diagrams, 1999, 17 pages.														
EXAMINER										DATE CONSIDERED						
<i>J. Shultz</i>										<i>11/26/04</i>						
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.																

**EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Queue based advertisement scheduling and sales						
Application Number:	09/712790 						
Confirmation Number:	8882						
First Named Applicant:	Charles Eldering						
Attorney Docket Number:	T721-10						
Art Unit:	2611						
Examiner:	U Unknown						
Search string:	( 5099319 or 5752160 or 5761601 or 5774170 or 5801753 or 5966120 or 5990927 or 6009409 or 6009410 or 6088722 or 6418122 or 6425131 or 6434747 or 6446082 or 6459427 or 6463585 or 6487721 or 6516002 or 6615039 or 6631523 or 6675385 or 6698020 or 6718551 or 6724974 or 6738976 or 20020026645 or 20020038455 or 20020104083 or 20020129374 or 20030200128 ).pn.						
<b>US Patent Documents</b>							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
	1	5099319	1992-03-01	ESCH			
	2	5752160	1998-05-01	DUNN			
	3	5761601	1998-06-01	NEMIROFSKY			
	4	5774170	1998-06-01	HITE			
	5	5801753	1998-09-01	EYER			
	6	5966120	1999-10-01	ARAZI			
	7	5990927	1999-11-23	HENDRICKS			
	8	6009409	1999-12-01	ADLER			
	9	6009410	1999-12-01	LEMOLE			
	10	6088722	2000-07-01	HERZ			
	11	6418122	2002-07-01	SCHOENBLUM			
	12	6425131	2002-07-01	CRANDALL			



13	6434747	2002-08-01	KHOO
14	6446082	2002-09-01	ARITA
15	6459427	2002-10-01	MAO
16	6463585	2002-10-01	HENDRICKS
17	6487721	2002-11-01	SAFADI
18	6516002	2003-02-01	HUANG
19	6615039	2003-09-01	ELDERING
20	6631523	2003-10-01	MATTHEWS
21	6675385	2004-01-01	WANG
22	6698020	2004-01-01	ZIGMOND
23	6718551	2004-04-01	SWIX
24	6724974	2004-04-01	NARUTO
25	6738976	2004-05-01	HENDRICKS

### US Published Applications

Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
1	1	20020026645	2002-02-01	SON			
2	2	20020038455	2002-03-01	SRINIVASAN			
3	3	20020104083	2002-08-01	HENDRICKS			
4	4	20020129374	2002-09-01	FREEMAN			
5	5	20030200128	2003-10-01	DOHERTY			

Signature

Examiner Name	Date
<i>Jan Bluhm</i>	11/26/04



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449/PTO

08/16/04

## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

**(Use as many sheets as necessary)**

Sheet 1

... of 1

**Complete if Known**

Application Number	09/712,790
Filing Date	14 NOV 2000
First Named Inventor	ELDERING
Art Unit	2711
Examiner Name	UNKNOWN
Attorney Docket Number	T721-10

**U. S. PATENT DOCUMENTS**

## FOREIGN PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)	MM-DD-YYYY		T <sup>6</sup>
JP	BF	WO9712486	04-03-1997	SLEZAK	
JP	BG	WO9827723	06-25-1998	YUEN	
JP	BH	WO9952285	10-14-1999	HENDRICKS	

**\*EXAMINER:** Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.